

WHITE SALE

SURFACES!

Wet Paint

Artists' Materials & Framing

WINSOR & NEWTON
University
Brushes
50% Off
MSRP
details within

ALL Tara Fredrix
& Masterpiece
Stretched Canvas

50% Off
MSRP

ALL Pads &
Journals
20% Off

Wet
Paint's
Everyday
Price!

ALL
Sheet
Paper
10% Off
Wet
Paint's
Everyday
Price!

ALL Ampersand Artist
Series Panels 50% off
ALL Ampersand Museum
Series Panels 40% off
MSRP

ALL White Paint 25% Off
Wet Paint's Everyday Price!

MSRP = Manufacturer's
Suggested Retail Price

Sale Prices Valid January 2nd
thru February 28th, 2010

pastelbo

Old Holland Oil & Acrylic - 40% Off MSRP!

The **Old Holland** company can trace its roots back to 1664 in Scheveningen, Holland. **Old Holland Classic Oil Colours** are

manufactured today using the same traditional techniques and standards as in the 17th century.

Believed by many to be the ultimate professional oil colour, Old Holland is best known for its vast palette of very heavily pigmented colours. The paint is made by hand using the most lightfast pigments and the purest cold-pressed linseed oil available. The use of only the highest quality materials guarantees the most permanent paint film and the cleanest mixes. Old Holland oil colours have excellent covering power, incredible intensity of colour, and a thick consistency, which works exceptionally well for impasto.



Virtually indistinguishable in color strength, brilliance and intensity from their oil color range, **Old Holland's New Masters Acrylic** paints are formulated with the finest, most lightfast pigments available. All 168 colours are made using 100% pure acrylic resin to provide excellent adhesion, color retention and minimum wet-dry colour shift. As with the oil paints, Old Holland acrylic colours are best known for their extensive, unique palette. Each tube of Old Holland oil and acrylic is labeled with a hand-painted strip of the colour found in the tube, so you can see exactly what your color will look like.

Each tube is also an incredible 40% Off MSRP -- you will not find a better price on Old Holland oils and acrylics!



Gamblin Oil & Mediums - 40% Off MSRP!

Cold temperatures bring closed studios, so **Gamblin Artist Colors** once again asks us to think about making our studios safe.

The foundation of Gamblin's safe studio products for oil painters is **Gamsol**. Gamsol is the safest odorless mineral spirits on the market due to its high Permissible Exposure Level (PEL) and high flash point.

PEL is a standard that rates how long one can be safely exposed to solvents and Gamsol's PEL is three times higher than that of turpentine! The higher the PEL, the slower the evaporation rate into the air.

Flash point is the lowest temperature at which a solvent produces vapor in sufficient concentration to create a flammable mixture. Gamsol's flash point is 145 degrees; nearly sixty degrees higher than turpentine and over twenty degrees higher than other mineral spirits.

Gamsol is also an extremely clean solvent, free from the impurities of lesser grade spirits, so your paint film will maintain its integrity when you mix Gamsol with your oils.

Whether you are using Gamsol as an extender for your oil paints and mediums or as a cleaner, it is a critical component



for your safe studio.

Remember that along with minimizing, or eliminating, turpentine from your studio, it is crucial to have proper ventilation to truly have a "safe" studio. Changing the air in your studio ten times per hour is a good guideline.

All Gamblin oil paint (professional & sketching) and painting mediums (including Gamsol) are an unbelievable 40% Off MSRP during the White Sale!



Winsor & Newton University

Brushes - 50% Off MSRP!

Winsor & Newton's

University range of artists' brushes combine white synthetic bristles with distinctive red handles to create an instantly recognizable brush.

Manufactured to Winsor's high standards, these brushes are stiff enough to use with slightly more fluid oils and acrylics yet soft enough to use with watercolors making University a genuine all-purpose range.

Through the end of February, all University Brushes – short & long handle – are 50% Off MSRP!



Golden Acrylics* - 40% Off MSRP!

Effective January 2 thru February 12, 2010 * Sale does not include GOLDEN Hi-Load

Golden Artist Colors, manufacturer of innovative acrylic products since 1980 is adding five unique, new colors to their already comprehensive heavy body acrylic paint line:

- **Bismuth Vanadate Yellow** is an inorganic pigment with the opacity & lightfastness of a cadmium color.
- **Transparent Brown Iron Oxide** fills a color space between burnt sienna & burnt umber, but with a cleaner, redder undertone.
- **Pyrrrole Red Dark** is a beautiful, organic, higher chroma alternative to cadmium red dark.
- **Permanent Maroon** finally fills the absence left by the long discontinued color Naphamide Maroon. Permanent Maroon is a smokey, reddish violet color.
- **Chromium Oxide Green Dark** is a darker, cooler version of



chromium oxide green, sometimes referred to as **European Green**.

From January 2nd to February 12th 2010 you can purchase Golden Heavy Body Acrylics (including the five new colors), Fluid Acrylics, OPEN Acrylics and Golden Acrylic Gels & Mediums at Wet Paint at an incredible 40% Off MSRP!



This is one of two times during the year that any catalog, online or brick & mortar store can promote Golden products at this deep discount -- be sure to take advantage of this opportunity!

Daler-Rowney Acrylic Gesso Primer Gallon - 41% Off MSRP!

Daler Rowney Gesso Primer is an economical solution for sealing all semi-absorbent surfaces before applying color -- either acrylics or oils. This Gesso is suitable for both interior and exterior applications. DR Gesso comes in stackable, rectangular, gallon-sized containers. Priced at only \$21.95 (over 41% Off MSRP of \$36.95), now is a great time to stock a few of these in your studio!



ArtBins!
Save up to **50% Off MSRP**

ArtBin products are made of tough plastic to carry and protect your valuable art and craft supplies.

Choose from a selection of sizes and formats and save up to 50% Off MSRP through the end of February!

A wee note on **Planners** **30% Off**
Our Everyday Price!



Our annual closeout on 2010 planners! We still have stock on **Moleskine** and others to meet your organizational requirements! Limited to instore inventory only -- **WHILE SUPPLIES LAST!**

Lascaux Fixative - 50% Off MSRP

A fixative is a liquid which is sprayed over a drawing to better preserve it & prevent smudging. Artists often question whether drawings should be fixed, as spray fixative can alter the look of a drawing if applied too heavily by darkening or coarsening the color. Framing behind glass is considered the best protection (and in the case of oil pastels, the only option), but isn't always practical.

Permanent fixatives are used on a finished drawing as a light sealant, while a workable fixative is used during the drawing process to extend the "tooth" of the surface allowing pastel to be built up & is best applied before adding the final layer to minimize the diminishing of color intensity.

Fixative also reduces wax bloom in colored pencil works & prevents loss of fine charcoal particles. **Lascaux Fixative** is the choice of the **Wet Paint staff** for a permanent fixative. This conservator-quality spray is as clear as water, non-yellowing & resistant to aging. It is suitable for fixing drawings in soft pastel, pencil & charcoal & is used to protect digital prints as well.

Lascaux Fixative is 50% Off MSRP during the White Sale!



Wet Paint

Artists' Materials & Framing

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<www.wetpaintart.com>

Open Seven Days a Week

M thru F, 10am-8pm; Sa, 10am-6pm; Su, 12n-5pm

PRSRT STD
U.S. Postage
PAID
Permit #2977
St. Paul, MN

White Sale 2010

January 2nd thru February 28th, 2010

Events at Wet Paint

Origami Containers and Wrapping for Valentine's Day with Kathleen Sheridan **Saturday, February 6th, 11am-2pm** Wrap up your Valentine's Day gifts and wishes in unique and beautiful origami containers, envelopes, and boxes! Origami expert and friend of Wet Paint **Kathleen Sheridan** will be back in the store to demonstrate some seasonal origami favorites. If you haven't tried origami, or are just looking for inspiration, be sure to stop in for Kathleen's demo as well as for our selection of origami papers, kits and books to help get you started.



Kathleen Sheridan at Wet Paint

Surfaces 101: Preparing and preserving paper, canvas and panels with **Dan Bruggeman & Meg Bussey** **Friday, February 26th, 5:30-7pm** Unsure about how to stretch watercolor paper or how many layers of gesso to use when priming canvas & paper? Interested in trying specialty grounds for pastel or creating a painting surface that allows for fantastic detail? Got questions about varnishes, fixatives and ways to preserve finished works? Who doesn't?



Dan Bruggeman
Courtesy Groveland Gallery



Meg Bussey
Courtesy megbussey.com

Unless otherwise indicated, all events are free & open to anyone wishing to attend & no signup is necessary.

Don't let uncertainty keep you from making more art or trying something new this year! Join **Dan Bruggeman** and **Meg Bussey** for a demonstration of how to prepare surfaces for drawing and painting and discussion of how to protect your finished pieces.

Dan Bruggeman is Senior Lecturer in Art at Carleton College, Northfield, Minnesota and represented by Groveland Gallery, Minneapolis (grovelandgallery.com). Meg Bussey is Adjunct Professor of Art at University of Minnesota and Anoka Ramsey Community College and is currently illustrating an online Lictionary Science and Season for Augsburg Fortress Publishing.

Space is Limited! Please call Wet Paint at 651-698-6431 if you are planning to attend.

Wet Paint Is All Over Everything!

2010 Art Shanty Projects

January 16-February 7, Medicine Lake, Plymouth, MN Wet Paint is a sponsor of the **2010 Art Shanty Projects**, an artist-driven, temporary community exploring the ways in which the space of the frozen lake can be used as a new and challenging artistic environment to expand notions of what art can be. Medicine Lake in Plymouth will once again host a variety of themed shanties-- all designed, built and **inhabited** by local artists. In January & February! On a frozen lake in Minnesota! Visit artshantyprojects.org for a calendar of events and details on this year's shanties.

College Art Association Annual Conference

February 12 & 13, Chicago Will you be attending the College Art Association's annual conference in Chicago this February? Wet Paint owner **Beth Bergman** will be speaking on two panels: **Origin of Colors** on Friday 2/12 and **Printed Digital Media & Imagery** on Saturday 2/13. Both panels are chaired by the author of **The Painter's Handbook**, **Mark Gottsegen**, and also include **Mark Golden**, Golden Artist Colors; **Richard Frumess**, R&F Handmade Paints; and **Michael Skalka**, National Gallery of Art, among others.